

The Recycling IQ Kit

Cleaning up the Recycling Stream

Moving beyond the average education and outreach campaign.



April 2018
Solid Waste Advisory Commission Meeting

Contamination



contamination

1. The wrong materials in the system.
2. The right materials prepared the wrong way.

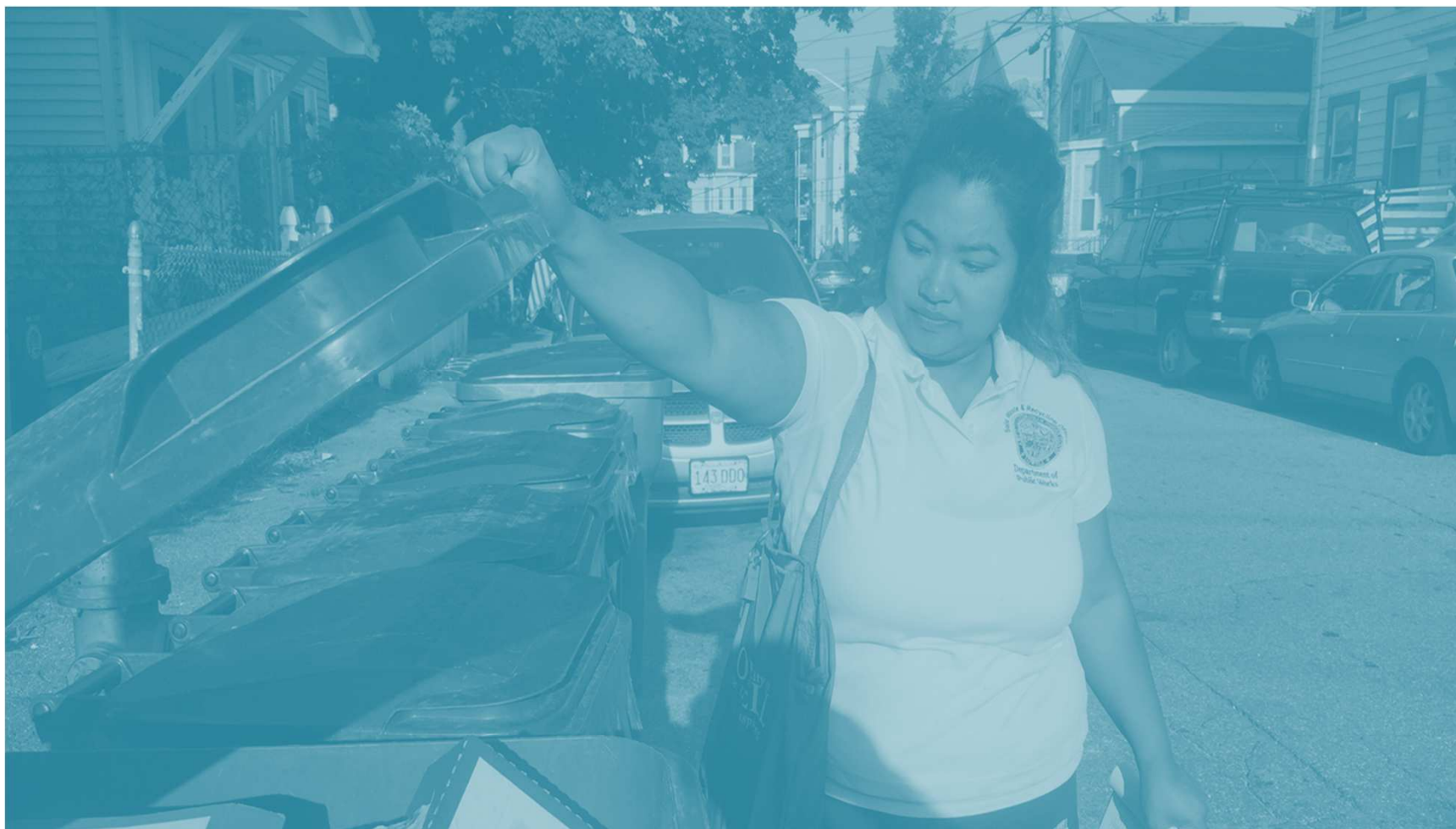


Confusion => Contamination



Partnering to tackle contamination





Recycling IQ Kit

.....
Improving Your Recycling Program

A Step-By-Step Guide

IT'S
ALL YOU
RECYCLE

Recycling IQ Kit

Improving Your Recycling Program

A Step-By-Step Guide

If you are looking to promote recycling participation, want to educate your residents to recycle right, and have the ability to get out into your community to accomplish these goals, the Recycling IQ Kit might be for you.

We know this is no easy task! The Recycling IQ Kit has been designed to provide steps, tools, and resources to help you improve the Quality of your recycling program. It will require resources, planning, and time on your end, as well as a partnership with your MRF and hauler, but the benefits are many. Increasing the quantity and quality of the recycling stream can save on disposal fees, improve resident satisfaction with your program, and ensures the success and sustainability of the recycling system.

To get started, use this **ASSESSMENT TOOL** to make sure your community is ready to take on this challenge. Before starting this project you'll need to assess your budget, present your case to decision makers, and get buy-in from your city/town officials, your hauler and your MRF.

CURBSIDE



This toolkit includes:

- ☐ Guidance to help you broach this subject with your MRF and hauler
- ☐ Visual instructions and tools for targeted messages
- ☐ Tips to help you get the best results
- ☐ Tools to help you track and report results

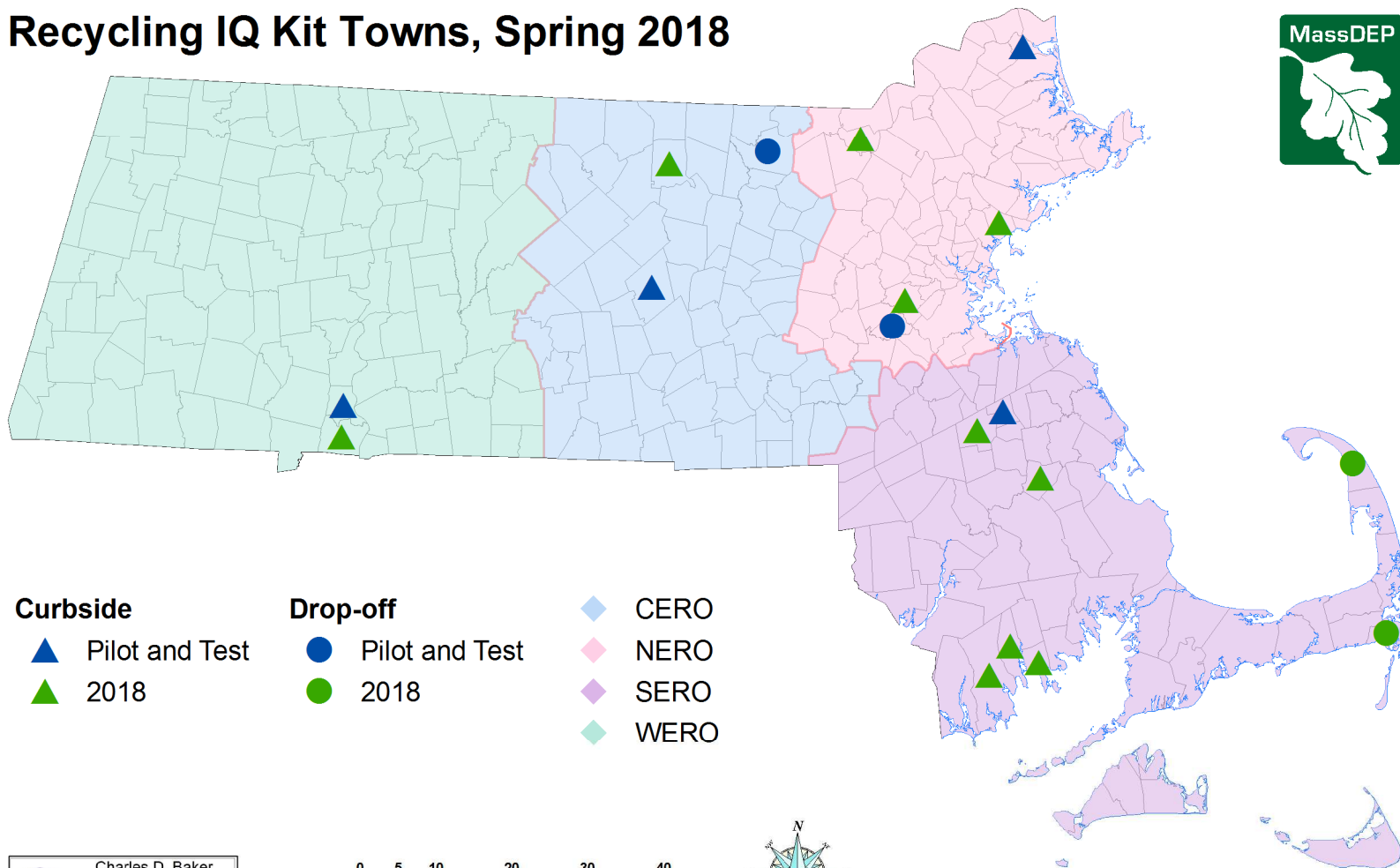


Brought to you by
the Massachusetts Department of Environmental Protection
and The Recycling Partnership



Recycling IQ Kit Implementation

Recycling IQ Kit Towns, Spring 2018



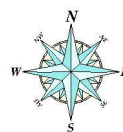
Curbside

- ▲ Pilot and Test
- ▲ 2018

Drop-off

- Pilot and Test
- 2018

- ◆ CERO
- ◆ NERO
- ◆ SERO
- ◆ WERO



Recycling IQ Kit



Annual info card mailer



Curbside feedback



Top issue mailer



Top issue signage

PREP: 6-8 weeks

MONITOR: 8 Collection Cycles

MAINTAIN



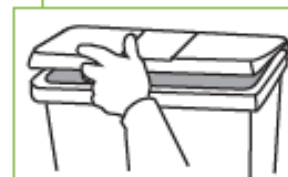
Gather Key Facts from
your MRF and Hauler



Prep Your Core Tools
(shown below)



Identify and Train Staff



Deploy Core Tools
and Provide Curbside
Feedback



Track Results,
Evaluate, and Adjust



Annual Mailer



Your Organization
123 Street
City, ST 12345

RECYCLE

THANK YOU FOR RECYCLING THESE:



Cans



Aluminum and Steel Cans

empty and rinse



Cartons



Food and Beverage Cartons

empty and replace cap



Glass



Bottles and Jars

empty and rinse



Paper



Mixed Paper, Newspaper, Magazines, and Flattened Cardboard



Plastic



Kitchen, Laundry, Bath: Bottles and Containers

empty and replace cap

NO!



Do Not Bag
Recyclables
No Garbage



No Plastic Bags
(return to retail)



No Food
or Liquid
(empty all
containers)



No Clothing
or Linens
(use donation
programs)



No Tangles
(no hoses, wires,
chains, or electronics)



123.456.789

City Department Name

www.SampleUrl.org



Please leave these items out
of your recycling cart!



Do not Bag Recyclables
(no garbage)



No Plastic Bags
or Plastic Wrap
(return to retail)



No Food or Liquid
(empty all containers)



No Clothing
or Linens
(drop-off only)



No Tangles,
Cords, Hoses,
Chains or Electronics



No Big Items
(wood, plastic,
furniture, or metal)

CORRECT THIS AND WE WILL COLLECT NEXT TIME.

NOTES

SampleUrl.org

Questions about your curbside recycling service?

(123) 456-7890

NO PLASTIC BAGS!

**DO NOT
BAG**
Recyclables



Collecting recyclables in a bag?
Empty the contents into the cart.



Return plastic bags to retailers.

SampleUrl.org

Thank you for recycling. Funded in part by MassDEP. 100% recycled paper.

**THANK YOU
FOR RECYCLING**

**IT'S
ALL YOU
RECYCLE**

SampleUrl.org

Thank you for recycling. Funded in part by MassDEP.

CARTONS
Food and
Beverage



empty and
replace cap

GLASS
Bottles
and Jars



empty and rinse

PAPER
Cardboard

- empty and flatten



PLASTIC CONTAINERS
Kitchen, Laundry and Bath



empty and replace cap

RECYCL



NO PLASTIC BAGS IN THE RECYCLING CART



DO NOT BAG Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.



Return plastic bags to retailers.

Town and Department

(123) 456-7890

SampleUrl.org

Thank you for recycling.  Funded in part by MassDEP. Min. 30% recycled paper.



→ CURBSIDE RECYCLING IQ KIT – QUICK LINKS



ARTWORK

Design files for both the CORE TOOLS and general promotion tools.

CONTRACT CONSIDERATIONS

Tips for smart curbside contracts.

SET-OUT VIDEO

Overview of the difference between set-out rate and participation rate and how to calculate.

ASSESSMENT TOOL

Are you ready to improve the quality of your recycling?

MRF SURVEY

Start improving quality by working with your MRF to identify issues and goals.

SOPs

Standard Operating Procedures lay out the roles, responsibilities, timeline and tracking.

BUDGET SHEET

Estimate your costs to run this curbside contamination kit.

MRF TRACKING FORM

Track contamination metrics.

TALLY SHEET

Track tagging to track progress.

CHECKLIST

Put the plan and the components to work.

PILOT RESULTS

Summary results from the 2016 Massachusetts Contamination Pilots.

TRAINING VIDEOS

Use these videos to get drivers and enforcement staff ready to provide curbside feedback.